

Perceived Behavioural Control and Subjective Norms Influence Entrepreneurial Intention

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Abstract—Entrepreneurial intent is the desire or motivation of an individual to become an entrepreneur and start a business or venture. Among various age groups, Indonesia's Gen Z generation is known to have an interest in entrepreneurship that is below the average 1.60% of 18.94%. To increase entrepreneurial interest among Gen Z, an approach is needed, as well as the creation of an environment that develops entrepreneurial potential. This study used a survey distributed online and in person to 115 randomly selected respondents, with response rate of 50.4% and a total of 73 respondents recorded, representing approximately 30.43%. Therefore, the sample size for this study was 58 respondents who provided varied assessments for all items, and the researchers also divided the respondents into groups based on their age, specifically Generation Z. The researcher distributed the questionnaire through direct surveys and online distribution. The tool used by researcher to obtain respondents was a physical questionnaire, which was distributed directly to the respondents. The program used to analyze the data using regression analysis was Statistical Product and Service Solution (SPSS) to meet the criteria for data analysis using regression, which was applied on interval-scale data. The researcher performed arithmetic calculations on the data collected from the respondents. The research results were accurate and reliable with a significance level of 95%. The research findings pertain to the influence of perceived behavioral control and subjective norms on entrepreneurial intention. Based on the results of this study, it is hoped that the findings will be beneficial to the respondents and readers for further research. These findings highlight that increasing perceived control over entrepreneurship is key to boosting entrepreneurial intention among Indonesia's Gen Z

Keywords: Entrepreneurial intention, Perceived behavioral control, Subjective Norms.

I. INTRODUCTION

Entrepreneurial intention is the desire or motivation of individuals to become entrepreneurs and start their own business or venture. Entrepreneurial intention is important because it is the initial factor that encourages individuals to take real steps in running a business. Entrepreneurial intention involves individuals who have an interest and desire to engage in entrepreneurial activities, this can include aspiring entrepreneurs from various educational and occupational. Entrepreneurial intentions can emerge at different stages of life, some individuals may have entrepreneurial intentions from a young age, while others may develop them after accumulating work experience or spotting a market opportunity. Entrepreneurial intentions can manifest in a variety of environments wherever the individual is located for activities. Entrepreneurial intention can be enhanced through various factors. Comprehensive entrepreneurship education, access to experienced mentors and advisors, and hands-on experience in business can help strengthen entrepreneurial intentions[1], [2].

In addition, creating a supportive environment and facilitating access to resources, capital and business networks can also influence entrepreneurial intentions[3].

Entrepreneurial intention shows the

motivation to do entrepreneurship in various age groups [4]. Of the various age groups, the Gen Z generation in Indonesia is known to be in a position of business interest below the average of 1.60% of 18.94% (see Table 1.) To increase entrepreneurial interest in the Gen Z generation requires an approach, as well as creating an environment that develops entrepreneurial potential. Previous researchers predict that the factors that can increase entrepreneurial interest are perceived behavioral control and subjective norms [5]. According to previous experts, entrepreneurial interest in the Gen Z generation has not increased like other generations. Entrepreneurial interest can be increased through subjective behavior that can be controlled by individual behavior that focuses entrepreneurial interest [6].

No	Generation	%
1	Gex	40%
2	Millennials	34,40%
3	Baby Boomer	16,20%
4	Pre-Boomer	2,50%
5	Gen Z	1,60%

Source: [7]



Perceived behavioral control is an individual's perception of his ability to do or not do a certain behavior, it can reflect the level of individual confidence that they can easily face obstacles in carrying out behavior [8]. Perceived behavioral control is important because it can control behavior that feels interpreted by individual perceptions regarding the level of ease of a behavior [9]. Perceived behavioral control can occur at a significant positive for individuals with various age backgrounds [10]. Perceived behavioral control occurs when individuals feel they have control or the ability to perform a behavior. This means that this perception can arise in various situations.

Besides perceived behavioral control, individual efforts to increase entrepreneurial intention can be done with Subjective Norms [5]. Subjective norms are individuals who feel pressure by the surrounding environment, can be placed on doing or not doing these actions [11]. Subjective norms have a significant effect on entrepreneurial intentions in education. Subjective norms can occur in entrepreneurial intentions towards education [12]. Subjective norms apply over time and can be changed as individual views and values change [11].

Subjective norms can be found in various factors such as education and occupation [12]. Subjective norms can be identified through social interaction, education, and individual experience [13]. In connection with the low interest in entrepreneurship in the Gen Z age group in Indonesia, which has the potential to change the percentage of entrepreneurial interest in other age groups, the authors are interested in analyzing perceived behavioral control and subjective norms.

II. LITERATURE REVIEW

2.1 Entrepreneurial Intention and Perceived Behavioural Control

Entrepreneurial intention is a structural support supported by education and relational support for entrepreneurship [14]. Entrepreneurial intention is a state that has motivational factors that influence the behavior of an individual [15]. Entrepreneurial intention is a behavior of individuals who do their own business in the near future [16], [17]. So that entrepreneurial intention in this research is an individual's desire to start a business or open a business, the relationship between entrepreneurial intention and perceived behavioral control is the extent to which

individuals feel able to overcome obstacles and overcome challenges that may arise in running a new business. Previous researchers stated that entrepreneurial intention is indirectly influenced by perceived behavioral control [5]. So the hypothesis proposed by this study is.

H1: Perceived behavioral control has influence on entrepreneurial intention.

The indicators used to measure entrepreneurial intention have three indicators of educational climate, managing, and training [18]. Other researchers explain that the indicators of entrepreneurial intention consist of education, parental employment, and growing areas [16]. In addition, entrepreneurial intention can be measured by indicators of desire, becoming an entrepreneur, motivation, and starting a business [19]. In this study, the indicators that can be used to measure entrepreneurial intention are education management, parental employment, and starting a business. The consideration for determining these three indicators in measuring entrepreneurial intention variables is the high validity category (interval 0.70 - 0.90).

Education management is aimed at the process of managing educational activities that have been followed by the Gen Z age group. Parental employment is aimed at the important role of family guidance for the Gen Z age group. Starting a business is aimed at the Gen Z age group starting a business for profit. As a predictor of entrepreneurial intentions, perceived behavioral control is at the center of attention in this research. Perceived behavioral control is whether or not it is easy for an individual to control behavior towards the entrepreneurial intention [20]. Perceived behavioral control is a control that individuals have about distinguishing between the ease and difficulty of their entrepreneurship [21]. Perceived behavioral control is a judgment for individuals so that they can perform their entrepreneurial tasks well or not well [22]. Thus, perceived behavioral control in this study includes individuals' beliefs about the extent to which they have the ability and resources to perform certain behaviors successfully by including a person's beliefs about the extent to which they are able to overcome obstacles and face challenges in starting and running a business.

There are five indicators used to measure perceived behavioral control variables, namely resilience, confidence, trust, knowledge, relationships, and ease of information [23]. Other researchers explain that indicators of perceived behavioral control need, initiative, and improvement [21]. In perceived



behavioral control can be measured by environmental indicators, freedom of choice, resources, availability and not in control. In this research, the indicators that can be used to measure perceived behavioral control are relationship, initiative, and availability. The consideration for determining these three indicators in measuring the perceived behavioral control variable is the high validity category (interval 0.70 - 0.90). Relationships are aimed at the bond between the Gen Z age group and others. The initiative is aimed at the ability of the Gen Z age group to take action or the first step in overcoming problems. Availability is the condition of goods needed by the Gen Z age group.

2.2 Subjective norms

Apart from perceived behavioral control, a predictor of entrepreneurial intention is subjective norm. Previous researchers stated that entrepreneurial intention is indirectly influenced by perceived behavioral control [24]. So the hypothesis proposed by this study is:

H2: Subjective norms have an influence on entrepreneurial intention.

H3: Perceived behavioral control and subjective norms have an influence on entrepreneurial intention.

Subjective norm is a norm that covers individual behavior and perceptions [25]. Subjective norm is a behavior that has social pressure that is felt or not felt by an individual [26]. Subjective norm is a study that includes the motivation provided by a family to individuals. Subjective norm is an individual who has an opinion by making decisions in consultation with other individuals without making decisions alone [27]. Thus, subjective norms in this study are a pressure on individuals expected by others by including a person's beliefs about the extent to which they are able to overcome obstacles and face challenges in starting and running a business.

There are three indicators used to measure subjective norms variables, namely influencing, utilizing, and thinking [28]. Other researchers explain that subjective norm indicators consist of mostly, effectiveness, recommendations [23]. In addition, subjective norms can be measured by importance, support, influence [27]. In this study, the indicators that can be used to measure subjective norms are thinking, mostly, importance.

The consideration for determining these three

indicators in measuring subjective norms is the high validity category (interval 0.70 - 0.80). Thinking is a key activity that allows humans to process information, learn from experience, and interact with their surroundings. It can vary in form, from analytical thinking to creative thinking, and is the foundation for decisions, actions, and knowledge of the Gen Z age group. Most individuals indicate that something is the largest part of the whole to the Gen Z age group. Importance is a value that useful for the Gen Z age group, helping them to make decisions, understand social dynamics, and plan actions that are more effective and in line with existing goals and values.

III. RESEARCH METHODS

The research design utilized was to solve the problem of the research, the low entrepreneurial intention of the Gen Z generation in Indonesia. The research design used was casual design, it is a design to collect data and to create data structure that allows researchers to comprehend cause- effect relationship in the research variable (e-book). The purposes of casual research are:

- 1) understanding the independent and dependent variables on the entrepreneurship phenomenon;
- 2) determining the relationship between cause-effect variables;
- 3) testing the casual variable relationship hypothesis. According to the review of literature, this study was conducted based on the theory of entrepreneurship intention, perceived behavioral control, and subjective norms shown in figure 1.

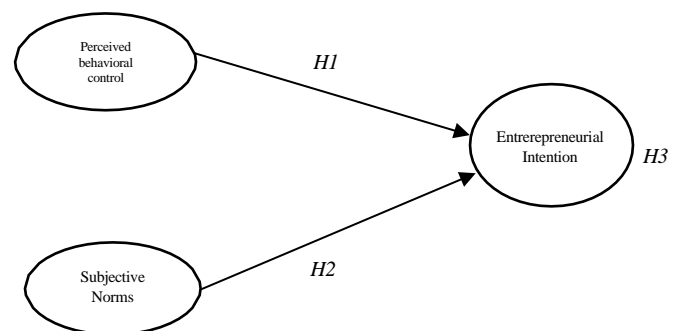


Figure. 1 Relationship between Perceived Behavioural Control, Subjective Norm, and Entrepreneurial Intention.

Source: [5]

The population of this study was Indonesian society, at least Gen Z age. The research provided the population limit in the unit of analysis in which



the user as an individual. The survey was sent via online and to face to face 115 randomly, there by individuals had send probability of being selected from the population and the representing as sample. The study had a 13.04% response rate with a total of 50 respondents who listed at around 30.43% of respondents had the same rating for all items. Therefore, the sample of this study was 35 which are the respondents provided varied ratings for all items.

The data analysis technique in this quantitative study utilized statistical approach. The technique of analyzing the data in this study was regression. Regression is a versatile and powerful analytical method that can be used to model the effect of independent variables on the dependent variable.

III. RESEARCH METHOD

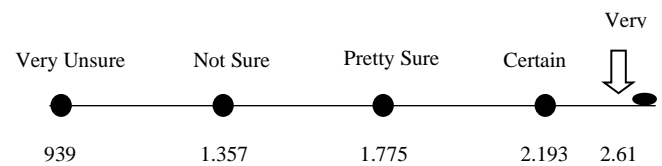
Regression analysis can gift a combination of two basic objectives: 1) predicting the dependent variable based on the independent variable, and 2) understanding the relationship between the dependent and independent variables.

The program used to analyze the data with regression method was statistical product and service solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. It allowed researchers to perform arithmetic calculations on the data collected from respondents Research Method. The measurement does not have zero value because the measurement of entrepreneurial behavior in entrepreneurship research was the likert scale. It is a scale that asks respondents to respond whether their agreement or disagreement about a perceived object. To avoid misunderstanding in analyzing and interpreting the tittle sentence and research variables, the variables were referred to as perceived behavioral control (first independent variable), subjective norms (second independent variable), and entrepreneurial intention (dependent variable).

IV. RESULTS AND DISCUSSION

The description of perceived behavioral control on Gen Z group age was based on the three dimensions, such as ingredients relationships, initiative, and availability were at a certainty (as shown in figure 2). The average value obtained from perceived behavioral control on Gen Z group age was 4.44 .

Besiden, the dimension with the highest value was availability, 4.55. Meanwhile, the dimension with the lowest score was initiative, 4.28.

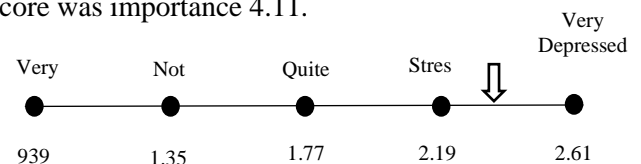


Figures. 2. Continuum Line on Perceived Behavioral Control

Source: [29]

Based on the data, while controlling Gen Z group age. 70.69% of individuals have the perception that communication between individuals is important. 68.97% of the Gen Z age group is influenced by communication. 63.79% of with better communication between individuals, 75.86% of when individuals have problems will take action. 70.69% of each individual has a responsibility when they have problems. 29.31 % of with the existence of problems every individual's life will be limited. 63.79% of the Gen Z age group prioritizes smartphones. 63.79% of the Gen Z age group's lives are influenced by smartphones. 67.24% of the Gen Z age group finds it easier to do activities with sophisticated goods.

The description of subjective norms on Gen Z group age was based on the three dimensions, such as ingredients thinking, most, and interests were at a pressure (as shown in figure 3). The average value obtained from subjective norm on Gen Z group age was 4.27. Besiden the dimension with the highest value was think 4.43. Meanwhile, the dimension with the lowest score was importance 4.11.



Figures. 3. Continuum line on subjective norms

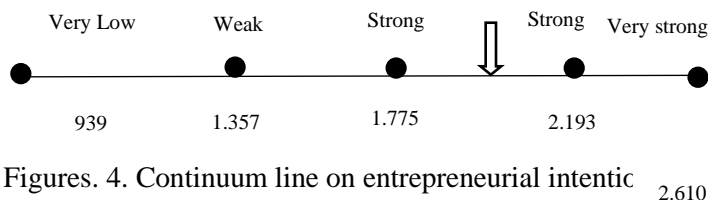
Source: [29]

Based on the data, while pressure Gen Z group age. 79.31% of information is very important for the Gen Z age group . 72.41% of when the Gen Z age group has not received clear information, the steps taken are to filter the information first and find out from the mass media, print media and news directly. 37.93% of the Gen Z age group seeks information not in one mass media but in various aspects, and the information sought is information that is currently being discussed or viral in the mass media. 63.79% of when they already have



advantages, what the Gen Z age group will do is share those advantages. 60.34% of in the sophisticated era, advantages are very important and influential for the Gen Z age group . 32.76% of the Gen Z age group are very easily satisfied with their advantages. 48.28 of value is an advantage for the Gen Z age group, and value is an important meaning for life. 44.83% of for the Gen Z age group are very influential in having good values in the eyes of society. 48.28 of the public can judge when our values are high.

The description of entrepreneurial intention Gen Z group age was based on the three dimensions, such as ingredients education management, parents' work, and starting a business were at a sufficient level (as shown in figure 4). The average value obtained from entrepreneurial investment on Gen Z group age was 4.21. Found the dimension with the highest value was parents' work 4.60. Meanwhile, the dimension with the lowest score was starting a business 2.42.



Figures. 4. Continuum line on entrepreneurial intention
Source: [29]

Based on the data, desire Gen Z group age. 13.79% of the Gen Z age group is very lacking in entrepreneurship education activities. 37.93% of the Gen Z age group is very balanced in participating in entrepreneurship education activities. 34.48% of when the Gen Z age group carries out entrepreneurship education activities, it is so balanced between those who do and those who do not. 65.52% of the Gen Z age group is still in the fostering stage and is relevant to being guided by parents. 8621% of parental guidance is very important for the Gen Z age group. 70.69% of family guidance is very influential in the lives of the Gen Z age group. 12.07% of the Gen Z age group on average do not have a business and cannot manage it. 17.24% of the Gen Z age group on average do not have an advantage in managing a business. 15.52% of the Gen Z age group are not satisfied with running their current business, because on average they want to have something new and there is an increase.

4.1. Analysis of perceived behavioral control on entrepreneurial intention



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The first analysis was conducted to determine the level of relationship between perceived behavioral control and entrepreneurial intention. The test was out using the relationship coefficient value and the coefficient of determination found in Table 2. *Model Summary*.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error	Change statistics				
1					R Square Change	F Change	df1	df2	Sig. F Change
1	.300*	.090	.074	7.238	0.90	5.524	1	56	.022

Source : [30]

Based on Table 3, the coefficient of the relationship between subjective norms and entrepreneurial intention by R-value of 0.300 [28] , if the coefficient interval is 0.20-0.40, it shows correlation between subjective norms and entrepreneurial intention [28] . Meanwhile, the value R^2 of 0.74 was the coefficient of determination between subjective norms and entrepreneurial intention. This means that subjective norms affected entrepreneurial intention by 74%. While 26% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the subjective norms dimension influenced entrepreneurial intention. In this study, there was a main hypothesis to be tested. H2: *subjective norms have an influence on entrepreneurial intention*. The testing was done using the significance value found in Table 5.

Table 5. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	289.368	1	289.368	5.524	.022*
Residual	2933.408	56	52.382		
Total	3222.776	57			

Source : [30]

Based on Table 5, if the significance value was 0.22 > 0.05, then H_2 is rejected. This means that subjective norms had no significant effect on entrepreneurial intention. It is assumed that the research results cannot be applied widely outside the research focus on the effect of subjective norms on Gen Z entrepreneurial intention. By providing the same research results on different samples. The results of this study are not the same as the opinion [4] . Which state that product composition information has a significant effect on purchasing decisions. Based on the results of the analysis, the subjective norm that does not influence entrepreneurial intention is the Gen Z age

group which has achieved enough satisfaction to ignore values in society.

4.3. Analysis of Perceived Behavioral Control and Subjective Norms on Entrepreneurial Intention

The first analysis was conducted to determine the level of relationship between perceived behavioral control and subjective norms to entrepreneurial intention. The test was out using the relationship coefficient value and the coefficient of determination found in Table 6. *Model Summary*

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error	Change statistics				
1					R Square Change	F Change	df 1	df 2	Sig F Change
1	.417*	.174	.143	6.959	.174	5.774	2	55	.005

Source : [30]

Based on Table 6, the coefficient of the relationship between perceived behavior to subjective norms and entrepreneurial intention by R-value of 0.477 [28] , if the coefficient interval is 0.40-0.70, it shows correlation between subjective norms and entrepreneurial intention [28] . Meanwhile, the value R^2 of 0.143 was the coefficient of determination between subjective norms and entrepreneurial intention. This means that subjective norms affected entrepreneurial intention by 14.3%. While 85.7% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the perceived behavioral intention subjective norms dimension influences entrepreneurial intention. In this study, there was a main hypothesis to be tested. *H3: Perceived behavioral control and subjective norms have an influence on entrepreneurial intention.* The testing was done using the significance value found in Table 7.

Table 7. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	559.213	2	279.606	5.774	.005*
Residual	2663.563	55	48.428		
Total	3222.776	57			

Source : [30]

Based on Table 7, if the significance value was 0.05 = 0.05, then H_3 is accepted. This means that perceived behavioral control and subjective norms have a

significant effect on entrepreneurial intention. The study's results were assumed to be widely applicable outside the focus of research on the effect of perceived behavioral control and subjective norms on Gen Z entrepreneurial intention. By providing the same research results on different samples. The results of the study were supported which perceived behavioral control and subjective norms had a significant effect on purchasing decisions [4]. The Gen Z age group participates in entrepreneurship education activities, so they have good communication between individuals and have good values in society.

V. CONCLUSION

After analyzing the theory and research results, it is concluded based on the data results that perceived behavioral control has a positive and significant effect on entrepreneurial intention, while subjective norm does not have a significant effect on entrepreneurial intention, the Gen Z age group who is studying in the field of entrepreneurship has enormous potential to become entrepreneurs, with smartphones for the Gen Z group it is easier to communicate and solve the problems they face. Perceived behavioral control is very influential on encouraging entrepreneurial interest in the Gen Z generation, with the behavioral control felt by the Gen Z generation, it will facilitate entrepreneurial intentions for them to become good and responsible entrepreneurs. Entrepreneurial also has the aim of encouraging individuals to consider and ultimately engage in entrepreneurial activities. Perceived Behavioral Control in behavioral theory to understand how individuals' perceptions of their ability to control behavior affect their intentions and actual behavior is an important element in the model.

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